

**For Immediate Release**

## **5 Stars for Outstanding Value**

Columbus Direct has won the highest star rating for international travel insurance in Australia. The award was based on an extensive travel insurance survey by independent ratings agency, CANSTAR CANNEX.



CANSTAR CANNEX says the award acknowledges Columbus Direct's outstanding value in the international travel insurance category based on a combination of both product and price.

In its research CANSTAR CANNEX compared and rated 42 travel insurance brands and 233 policies, with the top 5-10% of products receiving the CANSTAR CANNEX 5-star rating.

Highlights selected from the Columbus product included:

- A "Premium" product introduced within the last 12 months
- Offer policies for people aged up to 84
- Helpline accepts reverse charges
- Competitive luggage and personal effects daily limits

**View the full Canstar Cannex report here:**

[http://www.canstar.com.au/images/star\\_ratings\\_reports/travel-insurance-sep-11.pdf](http://www.canstar.com.au/images/star_ratings_reports/travel-insurance-sep-11.pdf)

**Ends**

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### **Notes to editors**

Columbus Direct is a leading travel insurance specialist which was established in 1988, selling both online via [www.columbusdirect.com](http://www.columbusdirect.com) and offline via call centre channels. Customer satisfaction and value for money are the driving forces behind Columbus Direct and we pride ourselves on providing a quick, efficient and hassle-free service.

Over the last decade, more than 12 million customers have trusted Columbus Direct with their travel insurance needs.

Columbus has won many awards for its cover and customer service, including multiple Which? Best buy awards, The Best Customer Focus Award in the 2010 Best Business awards and also the Best Travel Insurance Provider award from the Personal Finance Awards.



Columbus Direct is a specialist travel insurance intermediary which is authorised and regulated by the Financial Services Authority.